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## **Crowd Mobile Limited (ASX: CM8 FWB-XETRA: CM3)**

### **ASX Release**

# **Crowd Mobile develops App that allows users to connect with TV stars**

**Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3)** is pleased to announce that it has entered into a partnership with IMA Consultancy in the UK to develop an App that allows users to connect with TV stars.

The new App will be initially hosted by two of the most influential TV stars in the UK – Gary Beadle from MTV’s number 1 show *Geordie Shore*, and high profile UK comedian *Dapper Laughs*, who collectively have over 7 million fans across social media.

The agreement with IMA, who represent Gary Beadle & Dapper Laughs, will see Crowd Mobile designing, developing, and maintaining the App, while IMA will be responsible for promoting the App to the relevant target market. Ownership of the App will remain with Crowd Mobile, with revenues generated to be shared between both companies.

Commenting on the partnership, Crowd Mobile CEO, Domenic Carosa said:

“We are delighted to announce this collaboration with IMA and further expand Crowd Mobile’s App range, this being the first of its kind. Users will have the ability to chat directly with Gary Beadle and Dapper Laughs, bringing a unique interaction with the high profile TV stars and one that we believe will be very well received by Crowd Mobile’s target market.

“Early research indicates that the App will have the capacity to attract significant interest from our target demographic, and will therefore generate additional revenue for Crowd Mobile through a ‘pay per question’ service.

“Crowd Mobile has worked successfully with *Geordie Shore* stars for the past 3 years, where they have promoted our various services globally. We look forward to another prosperous venture with them”, said Mr Carosa.

Crowd Mobile is pleased to also confirm that the integration of Track Concepts is progressing well. The Company expects to provide a more formal update to the market on this progress in the coming weeks.

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### **About Crowd Mobile**

Crowd Mobile is a global m-Content, m-Payments, m-Commerce, mobile entertainment and Infotainment Company. Crowd Mobile operates in 50 countries, is connected to over 150 mobile carriers and provides products in over 30 languages.

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